AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-15 (Canceled)

16.   (Currently amended) A computer-readable medium containing instructions for a method of ~~enabling display of~~ displaying a simulated facial image, wherein the method comprises:

~~facilitating display~~ displaying, on a display device, [[of]] a plurality of templates, wherein at least some of the templates depict a portion of a face consisting of less than the entire face, the portion of the face having a simulation of use of a beauty product other than a scalp hair coloring product;

~~enabling selection of~~ selecting at least one of the displayed templates; and

~~facilitating display~~ displaying, on the display device, [[of]] a simulated facial image having a substantially complete face, including at least one displayed facial portion having a simulation of use of a beauty product, wherein the displayed facial portion having a simulation of the simulated facial image corresponds to a facial portion of the at least one selected template, and wherein the simulation of the displayed facial portion corresponds to a simulation of the at least one selected template.

17.   (Currently amended) A system comprising:

a processor ~~configured~~ for executing instructions; and

a memory containing executable instructions that, when executed by the

processor, cause the processor to perform a method of ~~enabling display of~~ displaying a

simulated facial image, wherein the method comprises:

~~facilitating display~~ displaying, on a display device, [[of]] a plurality of

templates, wherein at least some of the templates depict a portion of a face consisting

of less than the entire face, the portion of the face having a simulation of use of a

beauty product other than a scalp hair coloring product;

~~enabling selection of~~ selecting at least one of the displayed templates; and

~~facilitating display~~ displaying, on the display device, [[of]] a simulated facial

image having a substantially complete face, including at least one displayed facial

portion having a simulation of use of a beauty product, wherein the displayed facial

portion having a simulation of the simulated facial image corresponds to a facial portion

of the at least one selected template, and wherein the simulation of the displayed facial

portion corresponds to a simulation of the at least one selected template.

Claims 18-21 (Canceled)

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